

The modern miracle wall finish

Kem-Tone

TRADE MARK Reg. U.S. Pat. Off.



COVERS WALLPAPER!



WASHES EASILY!

DRIES IN 1 HOUR • IT'S WASHABLE
ONE COAT COVERS

Think of a SINGLE PAINT that does All these things!

- 1** **COVERS WITH ONE COAT**, practically any surface—including wallpaper!
- 2** **EASY TO APPLY** . . . so quick and easy, it's a real time-saver!
- 3** **NO OBJECTIONABLE PAINT ODOR**. Kem-Tone is not an ordinary paint.
- 4** **DRIES TO A PERFECT FLAT** matte finish.
- 5** **DRIES IN ONE HOUR**. Room furnishings may be replaced same day.
- 6** **NO SIZING OR PRIMING** coat required
- 7** **MIX WITH WATER** — no turpentine or special solvent thinners needed.
- 8** **READILY WASHABLE** Plain soap and water washes Kem-Tone painted walls clean!
- 9** **BRUSHES CLEAN EASILY** by simply washing them in ordinary water after use.
- 10** **NEWEST, SMARTEST** pastel colors, styled by foremost Decorators.
- 11** **ECONOMICAL** . . . 1 gallon mixed with water makes up to 1½ gallons of paint. •

HERE'S ACTUAL PROOF OF HOW *Kem-Tone* COVERS!

TRADE MARK See U.S. Pat. Off.



ACTUAL SAMPLE OF ONE COAT OF KEM-TONE
OVER WALLPAPER

Think of painting over practically any kind of interior wall surface — wallpaper, painted or unpainted plaster, building tile, brick, wallboard or cement — with a *single* coat of finish which brushes on with amazing speed and ease and which dries in one hour. You *can* with this miraculous new KEM-TONE Wall Finish!

Imagine starting to paint a room in the morning, finishing it, and having everything back in place that afternoon. You *can* with KEM-TONE!

Consider, too, that one gallon of KEM-TONE really makes up to 1½ gallons—because KEM-TONE comes in paste form and you simply add water. Just another of the many ways Kem-Tone saves you money!

This miracle of modern paint chemistry saves you time and trouble, too, after you've applied it! It washes spotlessly clean with soap and water!

\$2.98*
PER GAL.

**CONCENTRATED PASTE FORM
98¢ QUART**

1 gal. Kem-Tone paste makes
1½ gals. Kem-Tone finish.
Your ready-to-use cost is only
\$1.98 per gal.

*(Prices slightly higher in
Rocky Mt. area)

Kem-Tone YOUR ROOMS THIS NEW BRUSHLESS WAY!

**JUST
ROLL IT
ON!**

WITH
THE NEW



Kem-Tone ROLLER-KOATER

No need to worry about the scarcity of brushes when you apply Kem-Tone! Just use this clever, new painting tool — the Kem-Tone Roller-Koater. Specially designed for use with Kem-Tone, it rolls this miracle wall finish right over your walls and ceilings quickly, easily, *smoothly!*

**ONLY
89¢
EACH**

Kem-Tone TRIMS ENHANCE THE BEAUTY OF KEM-TONE WALLS!

**GUMMED
-READY TO
APPLY**



Give your Kem-Tone-finished rooms the final decorator's touch of perfection — with Kem-Tone Trims! Gummed, ready to apply, they require no "cutting out", no tedious pasting or gluing. Just dip in water and smooth on wall. In a variety of smart, color-fast patterns.

**AS LOW
AS 15¢
A ROLL**

Lavall's Order Service
1000 N. 1st St.
2nd Floor
St. Paul, Minn.

USE

Kem-Tone

OVER

TRADE MARK Reg. U.S. Pat. Off.

WALLPAPER

PAINTED WALLS

PLYWOOD WALLS

Kem-Tone COVERS ALL SURFACES

IMAGINE PAINTING AS EASY

NO FUSS

BEFORE
APPLYING
KEM-TONE

You just thin KEM-TONE with plain water and apply. No turpentine or paint thinners needed. No primers or sealers necessary.



NO MUSS

One coat of KEM-TONE covers most painted or unpainted surfaces including wallpaper. It's so easy and speeds up the magic!



ALL THESE SURFACES

WALLBOARD FIREPLACES,
BRICK INTERIORS BASEMENT WALLS

**MOST INSIDE WALL
WITH JUST ONE COAT!**

**-DRIES IN
ONE HOUR!**

LY AND ECONOMICALLY AS THIS!

WHILE APPLYING KEM-TONE

KEM-TONE covers
painted surfaces, in-
applies with amaz-
... spreads on like



NO BOTHER

AFTER
APPLYING
KEM-TONE

KEM-TONE dries in one hour.
Rooms may be lived in same day painted.
KEM-TONE has no objectionable paint
odor. It's readily washable with soap
and water.



SMART NEW

Kem-Tone
TRADE MARK



IVORY



CREAM



MIDLAND GREEN



PALE JONQUIL

**There is only
acce**

Each color shown here was selected for its clarity and richness of color, considering the uncertainty of the weather.

The Kem-Tone colors show the true tints and shades.

← **YORKTOWN WHITE**

YORKTOWN WHITE

Kem-Tone COLORS

MARK

Reg. U.S. Pat. Off.



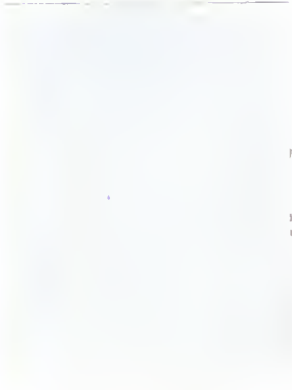
PEBBLE GRAY



BUFF



PEACH TINT



AVALON BLUE

**only one genuine Kem-Tone
no substitutes!**

ected for its beauty and adaptability to modern decoration.
these colors will be safeguarded in every way possible,
of present conditions.

here may be intermixed to produce a variety of beautiful

is not a "cold" white. It is made to meet the demand for
"off" white or "bone" white.

***Kem-Tone* YOUR ROOMS THIS
NEW BRUSHLESS WAY!**

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